



اُنِيْوَرْسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

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TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

This is an attempt to know how the theories can be applied to practical situation. As a student in UiTM Arau, Perlis, it is a part of study for everyone to undergo a case study project. So for this purposed, I got the opportunity to do research on a company which manufactured the same product that I want to develop in new product development(NPD). the company that I have been chosen is Klean Kanteen that produce thermos and many type of reusable water bottle.The general information of the company has been collected. The information that I get is through the searching in the internet. This is due to Pandemic Covid 19(MCO) in Malaysia that limit the activities of each student. I also analysis the strenght, weakness, opportunities and threats of company by using SWOT analysis. The solution that I gain will be later use on the develop in new product development(NPD).

APPENDICES

Name of the company	Tern
Operation Time	In 3960 Morrow Lane, Chico, California, 95928, United States (According To Headquarters)
Company Size	134 Employees
Industry	Household Goods, Consumer Goods, Metals & Minerals
Website	www.kleankanteen.com
Date Of Registration	Founded : 2002
Sic Code	39391
Phone Number	(530) 592-4552
Products	Thermos

Table 1: Basic Information of Klean Kanteen

Name	Position
Jim Osgood	Chief Executive Officer, Chairman & President
Darrel Cresswell	President
Robert Seals	Founder
James Forte	Manager, Co-Brand Channel
Hunter Shoop	Director, Product
Martin Stokes	Director, Operations

Table 2 : Organization structure



Figure 1